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ABSTRACT

This chronological summary describes the activities of the group that is developing CABOODLE, a children's educational television series in the arts and humanities, for the year 1978. Program areas reviewed include project personnel, project administration, curriculum design, physical facilities, materials and script development, research and field testing, talent search, teacher workshops, production, teacher's guide development, national evaluations, publicity, teacher evaluation, program revision plans, community outreach, and review of the final report draft. (CHV)

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KLRN-TV

FINAL REPORT

PROJECT # 54AH70003

COST REIMBURSEMENT CONTRACT # 300770465

CABOODLE

An Arts and Humanities

Television Series for Children

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SECTION I

SUMMARY OF ACTIVITIES

SUMMARY OF PROJECT ACTIVITIES

JANUARY/FEBRUARY

Project Personnel

In addition to staff members named in the CABOODLE proposal, five additional people were recruited for part time work on the project. Staff meetings were held to orient new members to the project and to refine overall goals.

Office Space

Additional office space was rented, and the CABOODLE suite was established. The research and development phase of the project began to intensify.

Review Board Meeting

On January 12, 13, and 14, the Review Board members met for the first time in Austin. All members were present with the exception of Dr. Sherryl Graves, who was absent because of illness in her family.

Content Design Conference

The first Content Design Conference, which was held on January 19, 20, and 21, gave the CABOODLE staff much substantive material with which to work and offered a real challenge to "do something different and really worthwhile!"

Research

Immediately after the Content Design Conference, a thorough survey of literature, other projects, and available media resources in arts education for children was launched.

Teacher Reviewers and Parents and Children Group

Eight teachers were recruited to assist with designing, preparing, and testing materials for a Teacher's Guide and the Teacher Workshop Model. Parents and children were also recruited to provide input for the project and for a plan for non-school Community Outreach.

Script Treatments and Ancillary Materials Development

Script treatments were written for all three pilot programs, and a draft script was prepared for Pilot I. Ancillary materials development paralleled program development.

MARCH/APRIL

Teacher Workshop Model

The Teacher Workshop Model design was tested, using the original CABOODLE programs. in four workshops, the largest involving 125 teachers and the smallest twenty-seven. Both urban and rural districts were involved. All four sessions were evaluated, and the design was revised according to findings revealed by data analysis.

Script Development

Design Consultants' responses to the "Line and Shape" draft script lead to a revision of that script and gave direction for the development of draft scripts for Pilots II and III. Scripts were then written for "Space, Force, and Time" and "Rhythm Patterns" and sent to consultants.

Teacher Reviewers Meeting

The CABOODLE staff met with Teacher Reviewers on April 4 for a period of orientation to the project. Later in the meeting the draft script for "Line and Shape" was read and analyzed, and participants responded from the viewpoint of how they felt the children in their classes would react to and learn from the various program segments. A second meeting was held with Teacher Reviewers on April 26 to consider draft scripts for Pilots II and III.

Talent Search

An extensive talent search was conducted in March and April and tryouts were held. Promising persons took parts in dramatic segments from "Line and Shape." These skits were then used for lab testing in local schools. The "Line and Shape" script was then revised based on lab testing data analysis.

National Evaluation

The Plan for National Evaluation was formulated during March and April. Station Managers were contacted in each of the four ITV regions of the nation: CEN, EEN, PMN, and SECA. Arrangements were made for scheduling the CABOODLE programs for broadcast for the purpose of evaluation during the month of September.

MAY/JUNE

Changes in Staff Personnel

Two half time staff members, the Project Associate and the Associate Producer, resigned to take full time positions in other organizations. The Project Associate was replaced, but instead of an Associate Producer, a Production Assistant and a Cinematographer were hired--the Production Assistant to work half time and the Cinematographer to serve on an honorarium basis, to be paid by the assignment.

Further Segments Testing

The Night Sounds dance and The Music Man and Rhythm Band segments were tested and analyzed and the script for "Rhythm Patterns" were revised.

Production

Talent was selected and cast. Production was begun on "Space, Force, and Time," and the production schedule was completed for all three pilot programs.

Teacher's Guide Development

Final scripts were sent to Teacher Reviewers, who then began to develop classroom activities to reinforce and expand concepts and objectives for each of the three programs. The classroom tested-activities were turned in to the CABOODLE staff to be screened and selections made for the Teacher's Guide.

Teacher Workshop Model

The first draft of the Teacher Workshop Model was written.

JULY/AUGUST

Project Personnel

Ruth Leon resigned as a Review Board member in order to devote full time to the formation of an independent company for the production of arts programming.

The project's half-time secretary resigned and was replaced.

Production

All studio and film segments for the three pilot programs were completed and edited during this period, and audio recording and sweetening was done.

Ancillary Materials

The Teacher's Guide was written, edited, and sent to the printer. Further work was done on the Teacher Workshop Model, but it was not completed.

National Evaluation

Contacts were made in Denver, Cambridge and Watertown, Hammond, and Miami, and Site Consultants were named in each location to coordinate evaluation activities.

Paper Production of Phase III

Work was begun on the development of the entire CABOODLE series. The Research was done according to the outline as presented in the Teacher's Guide in order to delineate concepts to be included.

Proposal for Phase III

The KLRN Special Projects staff drafted plans for a proposal for Phase III funding.

SEPTEMBER/OCTOBER

Publicity Materials

A publicity folder was designed and printed by KLRN for use by the Special Projects Department in their search for funding for Phase III of CABOODLE.

Teacher Reviewers Final Meeting

The final meeting of Teacher Reviewers was held on September 6. All three pilot programs and the Teacher's Guide were reviewed. Responses were generally very favorable; however, many helpful

suggestions were made to give direction for the continued development of the series. Teachers volunteered to test evaluation instruments. This was done, resulting in some revision.

Evaluation

All three pilots were completed and ready for dubbing early in September. Copies were shipped to stations for broadcast for the purpose of evaluation. Cassette copies, Teacher's Guides, and test instruments were shipped or delivered to Site Consultants at each location.

The Project Evaluator made personnal visits to all locations to meet with Site Consultants and to hold workshops for the teachers who participated in evaluation activities. Site Consultants took over at this point, conducting activities and mailing completed instruments back to the Project Evaluator.

The tabulation and analysis of data was begun immediately. A preliminary analysis was done so that revision plans could be set into motion; however, an in-depth survey was also begun.

Review Board Meeting

The CABOODLE Review Board met with staff members on September 13, in Washington, D.C., to view the pilot programs and examine the Teacher's Guide. Responses were very favorable, and many helpful

suggestions were made to assist with the development of the series.

On September 14, the Review Board and the staff hosted a public relations meeting at which representatives from national agencies and organizations interested in arts education were invited guests. This meeting resulted in many follow-up contacts that have proven to be most beneficial. Formal endorsement of the CABOODLE Project by the National Association of Elementary School Principals was a direct result of one of these follow-up contacts. Other organizations have either written letters or voiced their support.

Review Board members arranged to have the CABOODLE Project previewed at each of the four ITV Regional Screening Sessions.

Arts-in-Education Forum Showing

At the invitation of Gene Wenner, Arts-in-Education Coordinator at the U.S. Office of Education, "Rhythm Patterns" was shown as a pre-session activity at the Arts-in-Education Forum which was held on September 20, in Washington, D.C. KLRN staff members discussed program need, development, and basic concepts and objectives before the program was shown to approximately sixty people.

Parents/Children Group Meeting

Parents and their children viewed the three pilot programs at the last meeting for this group on October 3. Both parents and children participated in planned activities with enthusiasm, and were favorable and constructive in their responses.

Some time was spent by parents in examining the Teacher's Guide with the idea in mind of adapting it for use in non-school viewing situations. Ideas for Community Outreach into the non-school community also received attention. A plan for a Model Seminar to train community group leaders was discussed. This might be adapted from the Teacher Workshop Model, and tested during Phase III of the project.

Curriculum Design Conference

CABOODLE staff members worked intensively with Curriculum Design Consultants on October 5 and 6 in Austin. The major objective of this meeting was to thoroughly analyze each of the pilot programs, using available evaluation data, to determine how segments could be revised to better realize stated objectives.

Attention was also given to future program concepts and objectives, and how best to develop them.

Revision

A general plan of revision was formulated and studio facilities and crew, and machine time were put in "hold" for revision activities which were scheduled to begin after November 6.

Bernard Lechowick, Producer/Director, was contacted and agreed to work with the CABOODLE staff through the revision stage.

Phase III Paper Production

The entire CABOODLE staff was involved with the paper production of Phase III of the project. Concepts and objectives were developed and script treatments written.

Work was done on the Community Outreach plan. Lucrecia Ximenes, from Learning About Learning, and Mary Greene, from the Children's Television Workshop served as consultants.

NOVEMBER

Evaluation

Forms were returned from all four test sites. Data were compiled, and preliminary analyses were computed, so that revision of the pilot programs could begin. In-depth analyses of evaluation data was continued, and findings were used to give direction for the paper production of the remaining ten programs in the series.

Revision

Staff members met with Bernard Lechowick, the Television Director for revision, on November 6. Although Mr. Lechowick had seen the programs and had a thorough understanding of the background and goals of the project, detailed analyses were done with the staff of the two programs to be revised. The following revision schedule was developed and adherred to through November 16. Mr. Lechowick continued postproduction activities and completed revisions during the weeks of November 26 and December 3.

To: Myrtle Boyce, Mary Beth Schillaci, Barbara Beach

From: Bernard Lechowick

Re: Re-editting of Line and Shape and Space, Force, and Time

From our meetings and viewings I understand the following to be the modifications in these two shows:

Line and Shape

1. Shorten the first scene according to Mary Beth's edits. Add CU's of Jonathan (to be taped Sunday) and intercut with shots of the unicorn as appropriate. Add appropriate sound effects to unicorn and appropriate audio sweetening (background) to entire scene.

2. Alter transition to magic land with new visual effect and appropriate audio. Omit portion of scene with Jonathan's pad in Irma's face; omit tree sequence. Omit Jonathan's line (audio only) at close of scene and replace with acceptable alternative as scripted.

3. Add children's drawings and further line drawings (approximating the one drawn by Jonathan) (to be taped Sunday) with appropriate Voice Over narrative, by adults or by children, as scripted. (To be taped Friday, 11/9, afternoon.)

4. Add pen-and-ink cats, establishing shots of the artist (to be transferred Thursday afternoon), and a new sequence of Calder's cats (to be shot Sunday) to closing scene. Replace Voice Over as scripted (to be taped Friday, 11/9, afternoon.)

Space, Force, and Time

1. Retape and replace Land of Motion sequence with dancer, mime and Penny as scripted. (To be taped Tuesday.)

Optional: Time permitting, a new CABOODLE storefront exterior would be shot.

Note: It is my understanding that because of our limited time and budget we will not re-edit all portions of the two shows but only those parts being revised.

Community Outreach

Work was continued on plans for both school and non-school Community Outreach. A Model Seminar to train community leaders for CABOODLE utilization was adapted from the Teacher Workshop Model.

Plans for Phase III will include the development, testing, and perfecting with community groups the Model Seminar for community leaders.

A meeting was held on November 3 to plan the guide for parents and children. It was decided that the guide for teachers should serve as a model, with adaptations being made to make the Parent/Child Guide more visual and easier to read. Ruth Woverton, author of activity books for children, was commissioned to prepare materials for "Rhythm Patterns" as a sample format. Her draft was reviewed by CABOODLE staff members on November 7 and 16, and her revised materials were submitted for approval on the 22nd. Her work was acceptable, and Mrs. Woverton completed the Parent/Child guide copy.

Phase III Development

Concepts and objectives were completed for the ten programs to be produced in Phase III of the CABOODLE Project, and script treatments were finished. Work was intensified on the writing of the ten draft scripts.

Some exploratory work was done on the possibility of expanding CABOODLE to become a basic arts education curriculum for the elementary school. However, a great deal of research and consultation will be necessary before even a substantial outline can be made. The premise stands that we will identify arts elements that need attention which are not included in the proposed series as well as those that should be dealt with in other appropriate art forms. Also, more attention might be given to the verbal arts -- drama, singing, poetry.

A budget was drafted for phase III, and a tentative production schedule was formulated.

DECEMBER

Work was continued on all aspects of the CABOODLE Project with the gaol of completing all deliverables, including the Final Report.

Review Board Meeting

The final Review Board meeting for CABOODLE Phases I and II was held at the St. Anthony Hotel, in San Antonio, on September 13-14, 1979. All members were present with the exception of Rose Marie Banks, who was ill, and Candace Boyden, who had pressing job responsibilities. Clarence Fogelstrom, CABOODLE Project Officer also attended this meeting. In addition to CABOODLE staff members, Harvey Herbst, KLRN General Manager, and Lorraine Olsson and Dianne Wilson, Utilization Consultants, were present as well.

Charles Boyd, Project Evaluator reviewed the evlauation package as participants examined testing instruments and data charts. Evaluation data was generally encouraging. However, some weaknesses were identified in two of the programs. (These had already been corrected during the revision period.) Analysis of teacher's guide evaluation data revealed very favorable responses, with the suggestion that fewer activities be included for each lesson when the guide is completed in Phase III. (This action will be taken.)

The two revised programs, "Line and Shape" and "Space, Force, and Time," were reviewed and responded to enthusiastically. Two minor problems were observed, one in each program. (These problems were addressed by the staff at a later date.)

Dr. Herbst spoke to the group about future plans for CABOODLE and showed a mock-up of the proposal which was being prepared by the KLRN Special Projects Staff. Barbara Beach, Curriculum Coordinator, presented the Utilization Design and materials. Myrtle Boyce, Project Director, thanked Review Board Members for their contributions and expressed the hope that they would continue to be involved. All expressed sincere support for CABOODLE and the desire to continue to give assistance in any way possible. Mr. Fogelstrom also expressed strong support and assistance in the continuation of the Project.

Review of Draft Final Report

On December 15, Clarence Fogelstrom and Myrtle Boyce reviewed the Draft Final Report. They were later joined by other staff members for a period of discussion of the overall project: past, present, and future.

Staff Decisions

After careful review and serious conferring, the staff decided on two further revisions: to redo the background music for the children's drawings of the unicorn in "Line and Shape" and to reedit about sixty seconds of the video in the Land of Movement sequence with the mime in "Space, Force, and Time."

Nancy Clinton was contacted and a meeting was held on December 12 to discuss the musical composition and performance needed. However, before production could be done, crew people and musicians were leaving for Christmas vacations, so an extension without extra funds was requested to extend Phases I and II through January 31, 1979. This extension was granted.

JANUARY

All production and postproduction activities have been completed, and programs have been dubbed onto cassettes, ready for delivery.

The completed Final Report is included in this package. The Expenditure Report for January will be completed and mailed at the end of February.